



# **OSF HealthCare Part of National Campaign to Encourage Everyone to #MaskUp**

by Colleen Reynolds

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AdventHealth  
 Adventist Health  
 Allegheny Health Network  
 Atrium Health  
 Avera Health  
 Banner Health  
 Baptist Health Northeast Florida  
 Baylor Scott & White Health  
 Baystate Health  
 BJC HealthCare  
 Bon Secours Mercy Health  
 Boston Children's Hospital  
 Cedars-Sinai  
 Children's Hospital Los Angeles  
 Children's Hospital of Orange County  
 Children's Hospital of Philadelphia  
 Children's National Hospital  
 ChristianaCare  
 Cincinnati Children's Hospital  
 Medical Center  
 City of Hope  
 Cleveland Clinic  
 CommonSpirit Health  
 Community Health Systems  
 Cooper University Health Care  
 Dana-Farber Cancer Institute  
 Dartmouth-Hitchcock Health  
 Duke Health  
 Emory Healthcare  
 Geisinger  
 Hackensack Meridian Health  
 HCA Healthcare  
 Inspira Health  
 Intermountain Healthcare  
 Jefferson Health  
 Johns Hopkins Medicine  
 Kaiser Permanente  
 Keck Medicine of USC  
 LifePoint Health  
 Mass General Brigham  
 Mayo Clinic  
 MedStar Health  
 Memorial Hermann  
 Memorial Sloan Kettering  
 Cancer Center  
 MemorialCare (Southern California)  
 Mercy  
 Michigan Medicine  
 Mount Sinai Health System  
 National Jewish Health  
 Nationwide Children's Hospital  
 Nebraska Medicine  
 Nemours Children's Health System  
 NewYork-Presbyterian  
 Northwell Health  
 Northwestern Medicine  
 Norton Healthcare  
 Ochsner Health  
 OhioHealth  
 Oregon Health & Science University  
 OSF HealthCare  
 OU Health  
 PeaceHealth  
 Penn Medicine  
 Penn State Health  
 Providence  
 Renown Health  
 Roswell Park Comprehensive  
 Cancer Center  
 Rush University System for Health  
 RWJBarnabas Health  
 Saint Luke's Health System  
 (Kansas City, MO)  
 SCL Health  
 Scripps Health  
 Sharp HealthCare  
 Southwestern Health Resources  
 SSM Health  
 St. Elizabeth Healthcare  
 St. Jude Children's Research Hospital  
 St. Luke's Hospital (St. Louis)  
 Stanford Medicine  
 Sutter Health  
 Temple Health  
 Texas Health Resources  
 The Christ Hospital Health Network  
 The Ohio State University  
 Wexner Medical Center  
 The University of Texas MD Anderson  
 Cancer Center  
 ThedaCare  
 TriHealth (Cincinnati)  
 Trinity Health  
 UC Davis Health  
 UCHHealth  
 UC Health CINCINNATI  
 UC San Diego Health  
 UChicago Medicine  
 UCI Health  
 UCLA Health  
 UCSF Health  
 UNC Health  
 University Hospitals (Cleveland)

# LET'S KEEP IT UP LET'S ALL #MASKUP

As some of the most trusted hospitals in the nation, we know it's tough that we all need to do our part and keep wearing masks. But here's what we also know: The science has not changed. Masks slow the spread of COVID-19. So please join us as we all embrace this simple ask: Wear. Care. Share with #MaskUp. Together, wearing is caring. And together, we are saving lives.





PEORIA – OSF HealthCare is joining 100 of the nation’s top health care systems, representing thousands of hospitals in communities across the U.S. with an urgent plea for all Americans to mask up, because wearing a face mask is our best chance at slowing the surging COVID-19 pandemic.

More than 11 million Americans have tested positive for the virus – including an additional one million in just the past week – leading to more than 250,000 deaths. With 13 hospitals across Illinois and one in the upper peninsula of Michigan, OSF HealthCare has felt the impact of the increasing number of people with COVID-19 who require hospitalization.

This trend is causing increasing concern for OSF HealthCare and others, not only because of the demands on physical needs like personal protective equipment (PPE) and hospital beds, but also because of a potential shortage of healthy caregivers to handle a rapidly increasing number of patients. The next several months will be critical.

Though there has been positive news about vaccine development, no one knows when those vaccines will be ready for widespread use. In the meantime, everyone must remain vigilant, take precautions and follow public health orders. The power to do what is right is now in the hands of everyone everywhere.

“We are proud to partner with these other well-respected health care organizations on this important public service campaign,” said Bob Sehring, CEO of Peoria, Illinois-based OSF HealthCare. “The message is simple: we need everyone in the communities we serve to help us help keep our communities healthy by wearing a mask.”

Beginning today, a public service message will run in The New York Times, USA Today, The Wall Street Journal, The Washington Post and The Los Angeles Times.

The message reads:

“As the top nationally-ranked hospitals, we know it’s tough that we all need to do our part and keep wearing masks. But, here’s what we also know: The science has not changed. Masks slow the spread of COVID-19. So, please join us as we all embrace this simple ask: Wear. Care. Share with #MaskUp. Together, wearing is caring. And together, we are saving lives.”

“Recent studies have shown that facemasks successfully limit the spread of the COVID-19 virus in two ways: by protecting the wearer against inhalation of harmful pathogens and by preventing exposure of those around the wearer,” said Dr. Dennis Sands, chief medical officer for OSF HealthCare Saint Anthony’s Health Center in Alton.

“We will get through this pandemic, together. By wearing a mask, you limit potential exposure and help us conserve vital medical resources by stopping the spread of the virus,” Dr. Sands added.

In addition to masking, the CDC suggests that everyone minimize the number of non-household contacts, maintain a physical distance of at least six feet, and limit the amount of time around others, especially while indoors and in poorly ventilated areas. For further information about masking guidelines – how to choose a mask, how to properly wear a mask – visit the CDC website.

For more information on COVID-19, including frequently asked questions, please visit the OSF HealthCare COVID-19 digital hub: [www.osfhealthcare.org/covid19/](http://www.osfhealthcare.org/covid19/).

Additional media assets can be found on the OSF HealthCare newsroom.

About Us: EveryMaskUp.com is a collaboration of dozens of leading health systems representing thousands of hospitals across the U.S. joining together to create messages for the betterment of communities they serve. The impetus for this, and other public service campaigns to follow, came from a group of health care marketing and communications executives meeting for a decade and reengaged weekly since the COVID-19 pandemic began. The goal is to share knowledge and experience, best practices, strategies and resources- knowing they can accomplish more together. Founded and led by Rhoda Weiss, Ph.D., Los Angeles-based national health care leader and consultant, the expanded coalition is partnering with Cleveland Clinic Chief Marketing and Communications Officer Paul Matsen and his team for this effort. Additionally, hospitals and health systems on a regional basis continue to come together to send messages like these of prevention and safety, hope and healing, life and death, care and caring.

OSF HealthCare is an integrated health system owned and operated by The Sisters of the Third Order of St. Francis, headquartered in Peoria, Illinois. OSF HealthCare employs more than 23,600 Mission Partners in 147 locations, including 14 hospitals – ten acute care, four critical access – with 2,097 licensed beds, and two colleges of nursing throughout Illinois and Michigan. The OSF HealthCare physician network employs more than 1,500 primary care, specialist and advanced practice providers. OSF HealthCare, through OSF Home Care Services, operates an extensive network of home

health and hospice services. It also owns Pointcore, Inc., comprised of health care-related businesses; OSF HealthCare Foundation, the philanthropic arm for the organization; and OSF Ventures, which provides investment capital for promising health care innovation startups. More at <https://www.osfhealthcare.org>.